



Tourism & Events Department
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To: Sherry Henry, Chairperson & Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: October 19, 2021

Subject: Event Funding Recommendation

The following is an event funding recommendation for TDC consideration.

Event	Event Dates	Funding Program	Event Description	Location	Projected Attendance	Last Year Attendance	Recommended FY21/22
AZ National Quarter Horse Show	Dec 30-Jan 2	Community Event Program	64 th annual horse and livestock show Request= \$12,000	WW	4,000	1,930 (Seesource Unique Attendance)	\$12,000

Funding Availability & Potential Options

Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.